DOCUMENT RESUME

ED 447 013 IR 057 871

AUTHOR Steele, Victoria; Elder, Stephen D.
TITLE Becoming a Fundraiser: The Principles and Practice of Library Development. 2nd Edition.
ISBN ISBN-0-8389-0783-0
PUB DATE 2000-00-00
NOTE 138p.
AVAILABLE FROM American Library Association, 155 North Wacker Dr., Chicago, IL 60606-1719 (nonmembers $38; members $34.20). Tel: 800-545-2433, press 7 (Toll Free); Fax: 312-836-9958; e-mail: editionsmarketing@ala.org; Web site: http://www.ala.org/editions.
PUB TYPE Books (010) -- Guides - Non-Classroom (055) -- Reports - Descriptive (141)
EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS Academic Libraries; Donors; Financial Support; *Fund Raising; Institutional Advancement; *Library Development; *Library Funding; Private Financial Support; Public Libraries

ABSTRACT

This resource presents the tools necessary for bringing librarians' development and fundraising skills up to the level necessary to lead an effective campaign. The book points out that there are significant differences between raising money for libraries, especially academic libraries, and raising money for other types of organizations. It shows librarians how library fundraising works, providing a realistic view of library development and explaining how to think about library fundraising and how to succeed. Chapters include: "Fundraising and You: A Personal Feasibility Study"; "Basic Concepts: The Art and Science of Fundraising"; "Building a Team: Development Staffing for Libraries"; "Planning To Raise Funds: Understanding, Initiating, and Evaluating Your Development Program"; "Getting to Yes: The Major-Gifts Process"; "Fundraising with Friends Groups: The Role of Friends in Development"; "Black Holes or Black Ties? How To Make Your Events Worth the Trouble"; "Making it Personal: Demystifying Fundraising from Foundations, Corporations, and Planned-Giving Prospects"; "Enhancing Your Image: Communicating Strategically about Your Library"; and "Thoughts on the Future of Library Development." Includes a short recommended reading list and an index. (AEF)

Reproductions supplied by EDRS are the best that can be made from the original document.